



# Utilization of Social Media for Targeted Health Messaging

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## Introduction

- One of the social determinants to health discussed by the US Department of HHS is access to mass media and emerging technologies
- Identifying populations and how to produce targeted health messaging can increase exposure to information that could be life changing in minority populations

## Internship Objectives

- To serve as a clearinghouse and resource for information regarding women's health data, services, and programs that address women's health issues.
- To understand the effectiveness and accessibility of the Alabama Office of Women's Health face book page for minority women in the state of Alabama

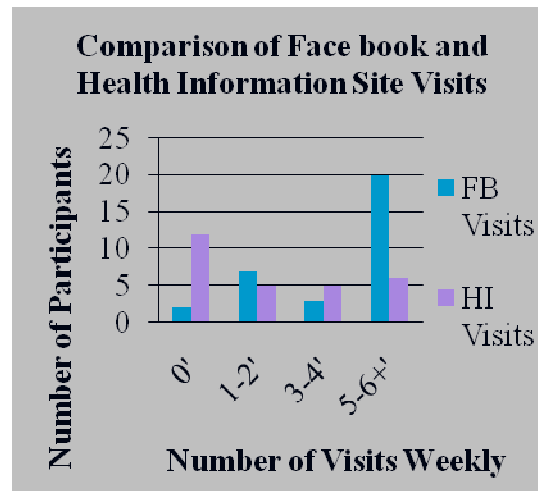
## Methods

- Survey formulated
- Data collected
- Synopsis of project written
- Information applied to Office of Women's Health face book website

## Project Activities and deliverables

- 10 question survey
- Questions were formulated to show the frequency of face book visits, the frequency of health information website visits, and the health interests of participant

## Findings



FB=Face book site  
HI=Health Information site

## Professional Skills Acquired and Public Health Significance

- I have strengthen my abilities in recruitment, research, and data collection
- I learned the importance of providing resources to promote awareness in women's health

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